

Data protection declaration

1. Name and contact details of the person responsible for data processing

The operator of this website and responsible for the collection, processing and use of your personal data within the meaning of the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG-2018) is PLANETA-Hebetechnik GmbH, Managing Directors Dipl.-Ök. Christian P. Klawitter and Dipl.-Ing. Matthias B. Klawitter, Resser Straße 17, D-44653 Herne, Telephone: +49-(0)-2325-9580-0, fax: +49-(0)-2325-77077, e-mail: info@planeta-hebetechnik.de
We would like to point out that the security notice in section 6 was taken from the website of the German Federal Office for Information Security (BSI) and corresponds to the current state of knowledge. The information in section 7 reflects the current (still) valid legal situation in North Rhine-Westphalia.

2. General information

We use your data in compliance with the applicable data protection regulations. This privacy policy informs you which personal data we collect and store from you. You will also receive information on how your data is used and what rights you have with regard to the use of your data.

3. Collection and storage of personal data and the nature and purpose of its use

You have various options for contacting us via the Internet.

a) Visiting our website

Each time you visit our website, your browser automatically sends information to our website server and temporarily stores it in a so-called log file.

The following data is collected without any action on your part and stored until it is automatically deleted

- the IP address of the requesting computer
- the date and time of access
- the name and URL of the retrieved file
- the website from which the access is made
- the operating system of your computer and the browser you are using
- the name of your Internet access provider.

The aforementioned data is processed by us for the following purposes:

- Ensuring a smooth connection to the website
- Ensuring a comfortable use of our website
- Analysing system security and stability
- other administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f GDPR, according to which processing is lawful if „processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child“. Our legitimate interest in data collection arises from the purposes listed above. Under no circumstances do we use the data collected to draw conclusions about you personally. In addition, we use cookies and another analysis tool on our website (see section 5 for more details).

b) Use of our contact form

If you have questions of any kind, we offer you the opportunity to contact us using a form provided on this website. It is necessary to provide a valid e-mail address so that we know who sent the enquiry and so that we can answer it. Further information can be provided voluntarily. Data processing for the purpose of contacting us is based on your voluntarily given consent (Art. 6 para. 1 sentence 1 lit. a GDPR). The personal data collected by us for the use of the contact form will be automatically deleted after your enquiry has been dealt with.

4. Forwarding of data

Your personal data will only be transferred to third parties if

- you have given your express consent to this (Art. 6 para. 1 sentence 1 lit. a GDPR)
- the transfer is legally permissible and necessary for the processing of contractual relationships with you (Art. 6 para. 1 sentence 1 lit. b GDPR)
- there is a legal obligation for the disclosure (Art. 6 para. 1 sentence 1 lit. c GDPR)
- the disclosure is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data (Art. 6 para. 1 sentence 1 lit. f GDPR).

5. Cookies and analysis tool

We use cookies on our website. These are small files that your browser automatically creates and that are stored on your end device (smartphone, tablet, laptop, etc.) when you visit our website. Cookies do not cause any damage to your end device and do not contain any viruses, Trojans or other malware. Information is stored in the cookie that results in each case in connection with the specific end device used. However, this does not mean that we obtain direct knowledge of your identity. The main purpose of using cookies is to make the use of our website more convenient for you. For example, we use so-called „session cookies“ to recognise that you have already visited individual pages of our website. These cookies are automatically deleted after you leave our site. In addition, we also use temporary cookies to optimise user-friendliness, which are stored on your end device for a specified period of time. If you visit our site again to use our services, it is automatically recognised that you have already visited us and which entries and settings you have made. You do not have to enter these again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for the purpose of optimising our offer for you. When you visit our website again, these cookies enable us to automatically recognise that you have already visited us and which information was of particular interest to you. The corresponding cookies are automatically deleted after a defined period of time. The data processed by cookies is required for the purposes mentioned to protect our legitimate interests and the interests of third parties (Art. 6 para. 1 sentence 1 lit. f GDPR). Most browsers accept cookies automatically. However, you can also configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. If you deactivate cookies completely, you may not be able to use all the functions of our website.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc („Google“). Google Analytics uses „cookies“, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will first be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website to analyse your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>. This website uses Google Analytics with the extension „_anonymiselp()“. This means that IP addresses are further processed in abbreviated form so that they cannot be linked to a specific person. If the data collected about you is personally identifiable, it is immediately excluded and the personal data is deleted immediately. We use Google Analytics to analyse and regularly improve the use of our website. We can use the statistics obtained to improve our offering and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6 para. 1 sentence 1 lit. f GDPR. Information from the third-party provider: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User conditions: <https://marketingplatform.google.com/about/analytics/terms/de/>, overview of data protection: <https://policies.google.com/privacy?hl=de#infocollect>, as well as the privacy policy: <https://policies.google.com/privacy?hl=de>. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. You can deactivate the cross-device analysis of your usage in your customer account under „My data“, „Personal data“.

Integration of Google Maps

- (1) We use the Google Maps service on this website. This allows us to show you interactive maps directly on the website and enables you to use the map function conveniently.
- (2) When you visit the website, Google receives the information that you have accessed the corresponding subpage of our website. In addition, the data mentioned under § 3 of this declaration is transmitted. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be assigned directly to your account. If you do not wish your data to be associated with your Google profile, you must log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or customising its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide customised advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right.

Google Web Fonts

This site uses so-called web fonts provided by Google for the standardised display of fonts. When you access a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly. For this purpose, the browser you are using must connect to Google's servers. This informs Google that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If your browser does not support web fonts, a standard font will be used by your computer. Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://policies.google.com/privacy>.

Facebook Pixel

We use the Facebook pixel from Facebook on our website. We have implemented a code for this on our website. The Facebook pixel is a snippet of JavaScript code that loads a collection of functions with which Facebook can track your user actions if you have come to our website via Facebook ads. For example, if you purchase a product on our website, the Facebook pixel is triggered and saves your actions on our website in one or more cookies. These cookies enable Facebook to match your user data (customer data such as IP address, user ID) with the data of your Facebook account. Facebook then deletes this data again. The data collected is anonymous and cannot be viewed by us and can only be used in the context of adverts. If you are a Facebook user and are logged in, your visit to our website is automatically assigned to your Facebook user account.

We only want to show our services and products to people who are genuinely interested in them. With the help of Facebook pixels, our advertising measures can be better customised to your wishes and interests. This means that Facebook users (provided they have allowed personalised advertising) see suitable advertising. Facebook also uses the data collected for analysis purposes and its own adverts.

Below we show you the cookies that were set by integrating Facebook pixels on a test page. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

Name: _fbp
Wert: fb.1.1568287647279.257405483-6331700130757-7
Purpose: This cookie is used by Facebook to display advertising products.
Expiry date: after 3 months

Name: fr
Value: 0aPf312HOS5Pboo2r..Bdeiuf...1.0.Bdeiuf.
Purpose: This cookie is used to ensure that Facebook Pixel works properly.
Expiry date: after 3 months

Name: comment_author_50ae8267e2bdf1253ec1a5769f48e062331700130757-3
Value: Name of the author
Purpose: This cookie stores the text and name of a user who leaves a comment, for example.
Expiry date: after 12 months

Name: comment_author_url_50ae8267e2bdf1253ec1a5769f48e062
Value: https%3A%2F%2Fwww.testseite...%2F (URL of the author)
Purpose: This cookie stores the URL of the website that the user enters in a text field on our website.
Expiry date: after 12 months

Name: comment_author_email_50ae8267e2bdf1253ec1a5769f48e062
Value: Email address of the author
Purpose: This cookie stores the user's email address if they have provided it on the website.
Expiry date: after 12 months

Note: The above cookies relate to individual user behaviour. Changes can never be ruled out, especially when using cookies on Facebook.

If you are logged in to Facebook, you can change your settings for adverts yourself at <https://www.facebook.com/adpreferences/advertisers/>. If you are not a Facebook user, you can manage your usage-based online advertising at <https://www.youronlinechoices.com/de/praferenzmanagement/>. There you have the option of deactivating or activating providers.

Facebook also processes your data in the USA, among other places. Facebook or Meta Platforms is an active participant in the EU-US Data Privacy Framework, which regulates the correct and secure transfer of personal data from EU citizens to the USA. You can find more information on this at https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en.

Facebook also uses so-called standard contractual clauses (= Art. 46 (2) and (3) GDPR). Standard Contractual Clauses (SCCs) are templates provided by the EU Commission and are intended to ensure that your data complies with European data protection standards even if it is transferred to third countries (such as the USA) and stored there. Through the EU-US Data Privacy Framework and the standard contractual clauses, Facebook undertakes to comply with the European level of data protection when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here, among others: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

6. Social media

We take the current discussion about data protection in social networks very seriously. It is currently not legally clear whether and to what extent all networks offer their services in accordance with European data protection regulations. We would therefore like to expressly point out that the services we use - Facebook, Twitter, Xing, Google+ and YouTube - store the data of their users (e.g. personal information, IP address) in accordance with their own data usage guidelines and use it for business purposes. We have no influence on the data collection and its further use by the social networks. For example, we have no knowledge of the extent to which, where and for how long the data is stored, the extent to which the networks comply with existing deletion obligations, which analyses and links are made with the data and to whom the data is passed on.

7. Protection of minors

Persons under the age of 18 should not transmit any personal data to us without the consent of their parents or legal guardians. We do not request personal data from children and young people. We do not knowingly collect such data and do not pass it on to third parties.

8. Rights of data subjects

You have the right

- in accordance with Art. 7 para. 3 GDPR, to revoke your consent to us at any time.
- The revocation does not affect the legality of the processing carried out on the basis of your previous consent. The only consequence of the revocation is that we may no longer continue the data processing that was based on this consent in the future.
- to request information about your personal data processed by us in accordance with Art. 15 GDPR
- In particular, you can request information about
 - the purposes of processing
 - the categories of personal data that are or have been processed
 - the recipients or categories of recipients to whom your data is or has been disclosed
 - the planned storage period
 - the existence of a right to rectification, erasure or restriction of processing or a right to object
 - the existence of a right to lodge a complaint with a supervisory authority
 - the origin of your data if it was not collected by us
 - the existence of automated decision-making, including profiling and, where applicable, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you
- in accordance with Art. 16 GDPR, to immediately request the rectification of inaccurate personal data concerning you or the completion of your personal data stored by us if they are incomplete
- to demand the erasure of your personal data stored by us in accordance with Art. 17 GDPR

This does not apply if the processing of your data is necessary

- to exercise the right to freedom of expression and information
- for the fulfilment of a legal obligation
- for reasons of public interest in the area of public health
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes
- for the establishment, exercise or defence of legal claims
- to demand the restriction of the processing of your personal data in accordance with Art. 18 GDPR

This applies if

- the accuracy of the data is disputed by you
 - the processing is unlawful, but you oppose the erasure of the data and request the restriction of their use instead
 - we no longer need the data, but you need the data for the establishment, exercise or defence of legal claims
 - you have objected to the processing pursuant to Art. 21 (1) GDPR
 - in accordance with Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller
- in accordance with Art. 77 GDPR, to lodge a complaint with a supervisory authority

As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our registered office.

The supervisory authority for us is

State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia
Kavalleriestr. 2-4, 40213 Düsseldorf
Telephone: 0211/38424-0
Fax: 0211/38424-10
E-mail: poststelle@ldi.nrw.de

9. Right to object

If your personal data is processed on the basis of legitimate interests (Art. 6 para. 1 sentence 1 lit. f GDPR), you have the right to object to the processing in accordance with Art. 21 GDPR, provided that there are reasons for this arising from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right to object, which will be implemented by us without specifying a particular situation. If you wish to exercise your right to object, please send an email to info@planeta-hebetechnik.de.

10. Data security

We use the widespread SSL (Secure Socket Layer) method in conjunction with the highest level of encryption supported by your browser when you visit our website. As a rule, this is 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. You can recognise whether an individual page of our website is transmitted in encrypted form by the closed display of the key or lock symbol in the lower status bar of your browser. We also use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

11. Links to other websites

We link to websites of other providers not affiliated with us (third parties). If you click on these links, we no longer have any influence on what data is collected and used by these providers (third parties). You can find more detailed information on data collection and use in the privacy policy of the respective provider (third party). We accept no responsibility for the collection and processing of data by third parties. You can recognise third-party websites by the fact that they always open in a separate window in your browser. In contrast, new websites of our offer always open in a new tab of your browser.

12. How to contact us with questions

If you have any questions about data protection on our website, we look forward to receiving your e-mail at: info@planeta-hebetechnik.de.

13. Regular updating of this data protection notice

The data protection framework for service providers is subject to constant changes and adjustments. These changes and adjustments make it necessary to update our data protection information from time to time.

You can recognise the current status by the line „Status: ...“ at the end of this data protection notice.

14. Marketing

Planeta Hebetechnik GmbH uses products and services provided in cooperation with Visable GmbH (<https://www.visible.com>) for analysis and marketing purposes. For this purpose, pixel-code technology and cookies are used to collect, process and store data to create at least pseudonymised, and where possible and reasonable, completely anonymised user profiles. The data collected, which may initially still contain personal data, is transmitted to Visable or collected directly by Visable and used there to create the aforementioned user profiles. Visitors to this website are not personally identified and no other personal data is merged with the user profiles. If IP addresses are identified as personal, they are deleted immediately. You can object to the forms of processing described here at any time with effect for the future: Exclude from tracking (note: link sets a 1st party cookie for an opt-out)

15. Data protection officer

Dirk Tscholitsch, TAROX AG, Stellenbachstr. 49-51, 44536 Lünen, Germany, 0231/98980-705, dsgvo@tarox.de

Status: 26.01.2022